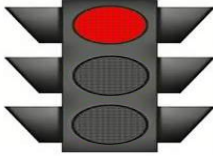
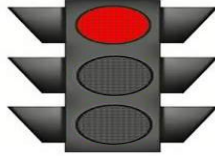


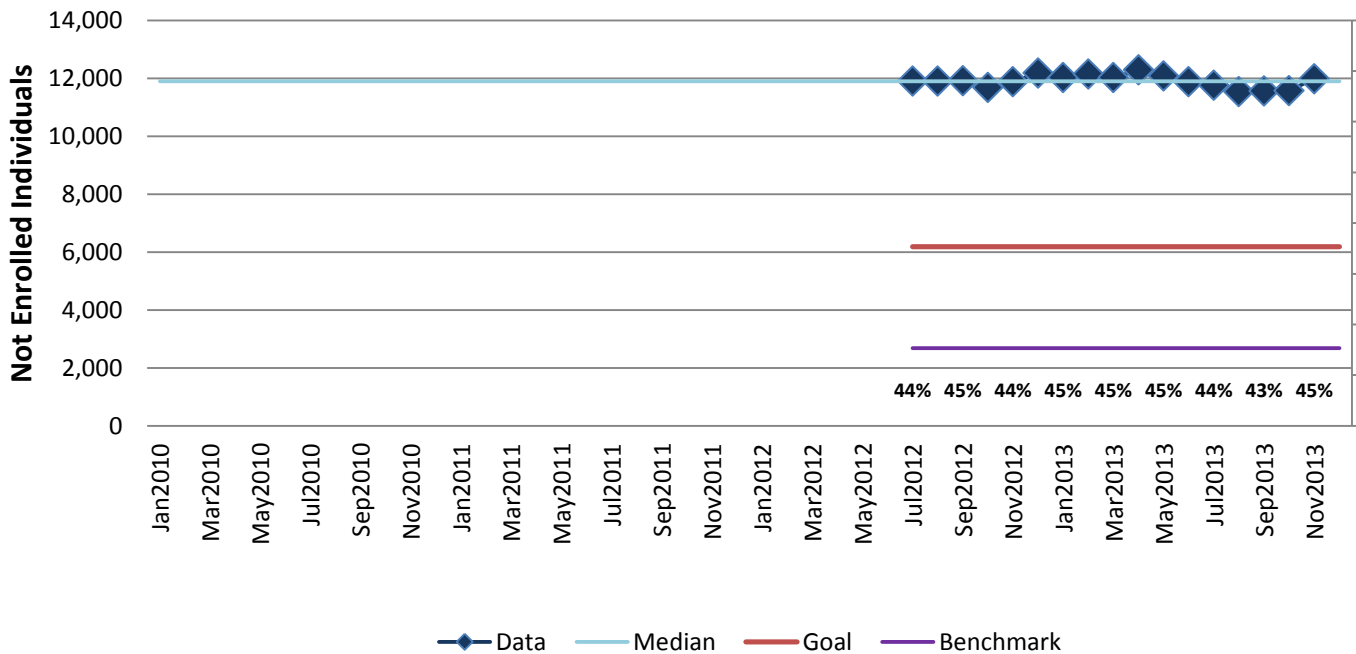
WIC Potentially Eligible but Not Enrolled

Public Health & Wellness

1/31/2014

Measurement method		Why measure?		What is our goal?	
The estimated total number of potentially WIC eligible individuals using American Community Survey less the number of currently enrolled WIC Participantes		To identify opportunities for increasing WIC participation		To reduce individuals not enrolled from 44% to 23%	
How are we doing?					
Dec2012-Dec2013 12 Month Avg Goal	Dec2012-Dec2013 12 Month Average		Nov2013 Goal	Nov2013 Actual	
6,180	11,896		6,180	11,982	
Not Enrolled Individuals	Not Enrolled Individuals		Not Enrolled Individuals	Not Enrolled Individuals	
			Performance Stoplight Key		
		Red Light = Off Goal Yellow Light = Approaching Goal Green Light = Meets Goal No Lights = No Goal/No Data			

WIC Potentially Eligible but Not Enrolled



LOUISVILLE METRO
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